

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# THE GARDNER NURSERY COMPANY

GROWERS AND BREEDERS OF

EVERBEARING STRAWBERRIES, JAPAN-AMERICAN PLUMS  
AND OTHER BLIZZARD BELT NURSERY PRODUCTS

ORIGINATORS OF

*Patented Package Potted Bulbs*

OSAGE, IOWA

DO YOU LIKE  
STRAWBERRIES?

Esteemed Friend:-We are very anxious to have you set a bed of our new Profit Making RED GOLD plants this spring.

To be reasonably sure of your co-operation in helping to advertise this big  $8\frac{1}{2}$  inch strawberry and to have them growing and fruiting there at earliest possible moment, I am going to offer you "A PLANT FREE WITH EVERY ONE YOU BUY", provided that your order is placed right away for shipment at planting time.

Read about this wonderful new berry on back of this letter and on pages 12, 13 and 14 in catalogue, especially where Mr. Murphy tells about the big  $8\frac{1}{2}$  inch berry. When first introduced the RED GOLD plants sold at \$10.00 a dozen and later at \$5.00 a dozen and they were well worth the price. This year we have a larger stock of plants and have reduced the price to \$2.00 a dozen, \$6.00 for 50 and \$10.00 a 100.

Just make out your order on our order blank as inclosed for the number of plants you wish to purchase as the last named reduced prices above. Then enter an equal number of plants FREE and we will understand. For example, if you order 100 RED GOLD plants for \$10.00 you would enter another 100 underneath marked FREE and we will ship you 200 plants, thus giving you "A PLANT FREE WITH EVERY ONE YOU BUY".

It will pay you to set a good sized bed of this grand new berry for it is the greatest PROFIT MAKER we have ever grown in our 60 years experience. As soon as your plants get to growing and fruiting they will attract the attention of everybody coming near them and all will want to know where you got them. In Mr. Murphys case the big daily paper sent out a photographer and took pictures of his bed and the big  $8\frac{1}{2}$  inch berry and printed same in their paper as a news item. All we ask is that you tell people where you got the plants and our future sales from your locality will be assured. No other concern can offer plants of our RED GOLD for we originated the variety and own the entire stock.

You need send NO MONEY NOW, unless you wish to do so as you can pay for your half of the plants when the whole order arrives in GOOD CONDITION, the other half going to you FREE OF CHARGE for ADVERTISING.

Start your order right back to us and we will enter same for shipment at proper planting time. Of course we would be glad to supply you with other plants, trees, shrubs, etc. etc. as listed in our catalogue, that you may be wanting for setting out this spring.

Our HARDY "PROFIT MAKING NEW FRUITS" are the results of a lifetime of FRUIT BREEDING and cannot be procured from other sources.

Thanking you in advance for your order, whether large or small amount and calling your attention to the FREE REWARDS from which you are intitled a choice and with best of wishes, I am,

Sincerely yours,

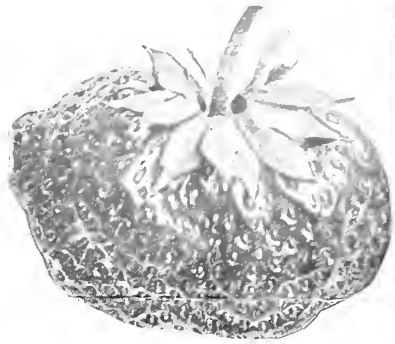
Clark E. Gardner, Pres.,  
THE GARDNER NURSERY COMPANY

C.E.G.  
T.

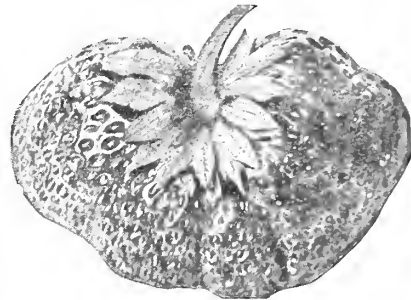
## GARDNER'S RED GOLD *A June Bearing Strawberry*

THE RESULT OF 17 YEARS  
OF BREEDING

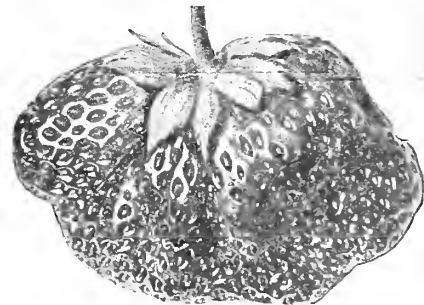
A CROSS BETWEEN  
NO. 999 GIANT AND PREMIER



Exact size of a Red Gold Strawberry  
that measured  $7\frac{1}{4}$  inches around



Red Gold berries are of a beautiful  
shining bright red color and  
of very high quality



Red Gold plants are both drowth and frost  
resistant to a far greater degree than any  
other strawberry we have ever grown.

Everybody wants plants of Red Gold as  
soon as they see this remarkable  
variety fruiting.

Plants are large, with deep feeding root system, and make new runners in abundance. Leaves are a dark green color and not subject to rust. Fruit stems measure up to 12 to 15 inches tall and are from two to four times as large as Dunlap, etc. They hold the big berries up and out of the dirt and make picking a pleasure. When in bloom they look like a bed of solid white Daisies and are so pretty you want to call in your friends to see them. But it is as the berries grow and begin to ripen that they are so wonderful with their big, brightly colored fragrant berries, kept up out of the dirt by the sturdy fruit stems, and you will put yourself out to invite people to "come and see." The berries measure up to  $7\frac{1}{4}$  inches around and are borne in greatest profusion, with from 12 to 20 on a fruit stem. They begin to ripen a little ahead of Premier and have a long fruiting season, holding the big size of the berries to the very last picking. Berries are firm for shipping and have a clear red strawberry flesh that is meaty and firm and that simply melts in your mouth, with every drop of juice loaded with that good old fashioned wild strawberry flavor. The shapes of the Red Gold berries are very distinctive and constantly attract your attention as you are picking.

Originated by  
The Gardner Nursery Company  
Osage, Iowa

# Gardner's Red Gold June-Fruiting Strawberry



## Gardner's RED GOLD Strawberry

THE PEER OF ALL  
ONCE-A-YEAR FRUITERS

### *A Romance in the Strawberry World*

The Story of how Gardner's Red Gold was originated is as fascinating a romance as is contained in the best sellers in the book stores. It covers a period of over 17 years of scientific strawberry breeding, carried on by our Mr. Charles F. Gardner and his corps of assistants, and deals with thousands upon thousands of Individual Hybrid Strawberry varieties, each one having its own particular individual characteristic and differing from all others just as in the human race each person has his individual characteristics with no two alike in the whole wide world.

Starting with the original Pan American Everbearer we mated and crossed it with the Autumn, and worked for twelve years with the Everbearing varieties, with wonderful success, originating many new and valuable varieties. Six years ago we decided to see what we could accomplish by mating and breeding the best Everbearing variety with the best Once-a-Year Fruiter and so crossed the Number 999 Giant Everbearer with the big Once-a-Year Fruiter, Premier.

The seeds from these berries were saved and from same some fifteen hundred individual Hybrid varieties were grown, all were different from each other with no two alike and no more like them in the world.

As these Hybrids began to fruit there was one variety that stood head and shoulders above all the others, both in vigorous growth of plant, and also in the large size and beautiful appearance of the berries, which were simply wonderful for

Photo, exact size, of a single fruit stem of  
Gardner's Red Gold  
with three inches of bottom of stem  
cut off

being borne on so young a plant. This variety was Numbered 39 in our Testing Plots and the following year the berries were still larger and the variety has shown marked improvement each year since, until we now expect it has reached its maximum goodness, for we do not see how it could be any better. Mother Nature certainly did herself proud in the blending of these two varieties and not only gave this new child all of the combined good qualities of the parents, but also added some extra for good measure, as you can see from the reproduction from actual life size Photo of fruit stem and berries as shows on this page. It has taken only a few minutes to write out the story of how the Gardner's Red Gold originated, but it took 17 years of painstaking work in Breeding and Plant Selection to develop this wonderful variety to its present perfect state, where it is far ahead of any variety we have ever grown in all ten points of excellence.

I saw Gardner's Red Gold Strawberry at fruiting time last season and for quantity, size, beauty, and high quality of berries it was far ahead of any other variety I have ever eaten. J. Jacobson, Osage, Iowa.

During the past eighteen years in and around a nursery I have observed the fruiting of nearly all varieties of commercially grown strawberries now listed in the various nursery catalogues. Last June I witnessed the fruiting of Gardner's Red Gold, a new variety of outstanding qualities. For sturdy growth of plants; large fruit stems, generously loaded with beautiful berries; this variety crowns the list of present day strawberries. H. E. Tuttle, Osage, Iowa.

I examined the Gardner's Red Gold Strawberry when in fruiting last Spring in the Testing Beds of The Gardner Nursery Company. I found berries that measured up to  $7\frac{1}{4}$  inches around, growing on large Giant fruit stems. The berries were of fine flavor and of a very striking color and the yield was Enormous. WILBUR WEED, Osage, Iowa.